From:	Elizabeth Chesson
To:	Elizabeth Chesson
Subject:	Utilizing Data and Science to Reduce Serious Injury and Fatality Crashes on Rural Roadways
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Attachments:	image001.png image004.png Translational Criminology -Fall2018.pdf

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LINK – P. 12, 13,

Utilizing Data and Science to Reduce Serious Injury and Fatality Crashes on Rural Roadways BY KEN CLARY

Ken Clary is a captain with the Iowa State Patrol, currently serving as an area commander responsible for four district offices encompassing 28 counties in Northeast Iowa. He is a graduate of the FBI National Academy (269th session), a National Institute of Justice LEADS Scholar, and an executive fellow for the Police Foundation.

As commanders within state police and patrol organizations, we are charged with protecting the citizenry traveling on our roadways. Although some might view violations of traffic laws as lesser offenses, those infractions can often lead to death and/ or serious injury if not corrected. In 2016, a total of 37,461 people lost their lives on U.S. roadways,1 while, in comparison, 16,250 people were reported by the FBI's Uniformed Crime Report as murdered that same year. Traffic crashes result in an enormous loss of life annually and are consistently a leading cause of non-health related deaths in the United States.

Law enforcement agencies throughout the nation have attempted to deploy analysis and technology to enhance their operational effectiveness when combating traffic crashes. Often this is done by using historical crash data and targeting enforcement efforts focused in areas where there is a higher propensity for crashes to occur (i.e., Data-Driven Approaches to Crime and Traffic Safety, or DDACTS). However, such approaches may be less useful for many areas of the country where crashes occur—rural roadways. More than 4.1 million miles of roadway in the United States are in rural areas, and approximately 70 percent of fatality crashes occur on these rural roadways each year.2 Additionally, these crashes may not regularly cluster at locations small enough to identify and target.

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